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## ASBSTRACT

A heat-generating cosmetic comprising

- polyhydric alcohol and/or a polyoxyalkylene 5 (having 2 or 3 carbon atoms)-glycol adduct, which generates heat when being in contact with water,
  - one or more compounds selected from the group consisting of silicic acid anhydride, silicic hydrate, synthetic hydrotalcite and synthetic calcined
  - (c) a thickening agent and which is substantially non-aqueous, Or, a heat-generating cosmetic comprising
  - (a) a polyoxyalkylene (having 2 or 3 carbon atoms)glycol adduct, which generates heat in contact with water,
  - zeolite, and

hydrotalcite, and

a thickening agent, and which is substantially non-aqueous.

These heat-generating cosmetics feature long heat generating action, not drip from the skin, excellent in feeling (e.g. giving no clammy feeling).